



FOR IMMEDIATE RELEASE

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Sunrise Health Names Dan Davidson Vice President of Strategic Marketing

Las Vegas, NV – Sunrise Health has announced the appointment of Dan Davidson as Vice President of Strategic Marketing for the Sunrise Health network of hospitals including Sunrise Hospital & Medical Center, MountainView Hospital, Southern Hills Hospital & Medical Center, and Sunrise Children's Hospital.

"We are excited to welcome Dan to the Sunrise Health team," said Sylvia Young, president of Sunrise Health in HCA's Far West Division. "Dan brings years of healthcare experience, as well as leadership and organizational skills to help further advance our growth strategies."

Davidson has more than 19 years experience in the healthcare marketing industry. Most recently, Davidson served as the director of marketing and public relations for Centerpoint Medical Center, a 221-bed hospital owned by Hospital Corporation of America (HCA), in Independence, Missouri.

Davidson has also served in marketing and public relations departments for Baptist-Lutheran Medical Center, Health Midwest Central Region, and Rockhurst University in the Kansas City Metropolitan area.

"I am looking forward to joining the Sunrise Health network of hospitals," said Davidson. "We will continue to strengthen our presence in the Southwest by providing valuable information to the community about our high quality services, advanced technology, and dedicated physicians and staff."

Davidson earned his bachelor's degree in Business Communication from Rockhurst University in Kansas City, Missouri.

Davidson serves on the board for Missouri Hospital Association Marketing and Public Relations organization. He has also been involved in various chambers of commerce, the American Heart Association, Susan G. Komen Foundation, and the Kansas City-Metro Special Olympics Summer Games.

Davidson will relocate to Las Vegas with his wife, Peggy.

About Sunrise Health:

Sunrise Health is the most technologically advanced hospital network in the central Southwest. Committed to providing the finest technology and quality healthcare, Sunrise Health includes Sunrise Hospital, Southern Hills Hospital, MountainView Hospital, and

Sunrise Children's Hospital, as well as outpatient diagnostic, imaging, and surgical centers. Specialty services include a suite of the latest diagnostic and surgical technologies, The Nevada Neurosciences Institute, a designated Comprehensive Cancer Center, The Breast Center at Sunrise, the state's only Children's Hospital and women's healthcare and the region's only accredited Stroke Center. Sunrise Health hospitals have consistently received top scores in quality ratings from HealthGrades, a national hospital ranking service. To learn more about Sunrise Health visit www.sunrisehealthinfo.com.

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